

NerdWallet Advisors ("NWA") refers Users to a variety of third parties, including affiliated and unaffiliated registered investment advisers, as well as an unaffiliated financial planning firm.

NWA refers Users to NerdWallet Wealth Partners, LLC ("NWWP"), an affiliated registered investment adviser, when certain financial and demographic criteria set by NWWP are met and NWWP has capacity to accept new clients. This creates a conflict of interest, as NWA and NWWP share common ownership, and both NWA and NWWP benefit financially if a referred User becomes a client of NWWP. NWWP pays NWA a fee equal to 100% of the advisory fee NWWP earns in the first year from each client referred by NWA.

Users referred to NWWP will receive an additional match with Zoe Financial, Inc. ("Zoe")—a third-party matching service that also pays NWA a cash referral fee—but only if the User meets Zoe's eligibility criteria. This creates a conflict of interest, as Zoe is the only additional match shown, prioritized over other potentially eligible third-party advisers. Zoe pays NWA: (i) a one-time payment of \$100–\$300 for each qualified lead, and (ii) a portion of the revenues Zoe receives from investment advisers, which starts at 100% and decreases to 25% over a three-year period, depending on the specific referral arrangement. Users will be able to consider unaffiliated investment advisers referred through Zoe.

NWA has also established various referral arrangements with unaffiliated investment advisers who participate in Advisors Match ("Third-Party Advisors") for which NWA is paid a fee for client referrals. These arrangements include: (i) a one-time payment of \$500 if a User becomes a client of a Third-Party Advisor and/or (ii) a one-time lead generation fee ranging from \$13 to \$1,150 per referral, based on the User's reported investable assets.

The referral fees are paid directly by NWWP, Zoe, or the Third-Party Advisors to NWA and do not increase the total fees paid by Users. Users have the option to contact the Third-Party Advisors directly without using NWA's referral service. NWA matches Users with up to three Third-Party Advisors. Because NWA displays no more than three matches to a User, the final selection of which Third-Party Advisors are shown from the pool of eligible matches is determined by each Third-Party Advisor's compensation arrangement with NWA. This creates a conflict of interest, as NWA has a financial incentive to refer Users to Third-Party Advisors that offer more compensation to NerdWallet Advisory, even if other advisers may be equally as suitable. Additionally, NWA has a financial incentive to provide Users with multiple matches, as it can receive compensation from each advisor matched to a single user, depending on the specific fee arrangement. NWA conducts initial due diligence on Third-Party Advisors, which include background checks, verifying registration status, and reviewing relevant public information. NWA does not apply its due diligence process to its affiliate NWWP. NWA does not evaluate the investment strategies or performance of NWWP or the Third-Party Advisors, or monitor their ongoing activities. NWA's role is limited to making referrals. Users are strongly encouraged to review disclosure documents and other information provided by the Third-Party Advisors before making decisions.

The Advisors Match algorithm includes NerdWallet Coach Powered by Uprise as a potential match. NerdWallet Coach Powered by Uprise ("Uprise") is a membership-based financial planning product that uses software to prepare financial plans based on information Users provide through a questionnaire. This process results in a comprehensive money plan with actionable recommendations curated and reviewed by Certified Financial Planners. Uprise is not a registered investment adviser.

Referrals to Uprise can be either compensated or uncompensated. Compensated referrals are shown to Users as "NerdWallet Coach SMB Powered by Uprise." These referrals are made to Users with investable

assets between \$100,000 and \$500,000 who also meet other eligibility criteria. For compensated referrals, NWA receives a one-time lead generation fee ranging from \$13 to \$300 per referral, based on the User's reported investable assets. This compensation arrangement creates a conflict of interest because NerdWallet Advisors has a financial incentive to refer Users to providers that pay compensation over those that do not. Uncompensated referrals are shown to Users as NerdWallet Coach and are only made to Users with less than \$100,000 in investable assets.